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## The Future is Now

Rich Tuttle, Chairman; Trade Show Committee

Over the last several years, NETSA's mission has been to prepare our members for and alert our members to what's coming. From our articles in the Road Runner to our yearly Trade Show, NETSA has informed our members how to succeed in a changing market:

- Dealing with state legislators on issues like the Right to Repair.
- Federal Government rules and regulations that tire dealers need to know, like bringing in OSHA to talk to members.
- Advanced Driver-Assist, Start & Stop Technologies, equipment needs for electric vehicle repair, the importance of ADAS calibration, and the future of TPMS. These are just a few of the many things we discussed over the last few years.

At the NETSA 2023 Trade Show at Mohegan Sun on March 31 and April 1, it was clear to all that the "Future is Now." Everything we've been talking about is currently happening, and as we learned at the show this year, there is more to come. Supporting and attending the NETSA Trade Show is all about our industry's present and future. To succeed in this business, you need to know what is coming, and NETSA will keep working hard to keep our members informed.



Shivahn Fitzell, Keynote Speaker & Katie Maguire, NETSA President

NETSA would like to thank the 42 exhibitors taking up 86 booths at this year's show. It was a great turnout considering all the recent merging and purchasing of companies over the last few years. Despite this, we had a great group of exhibitors this year.

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Attendance was up almost 20% over last year. This is also great considering the same reasons listed above. The attendees included many techs, sales personnel, owners, and decision-makers. This was an excellent opportunity for exhibitors to spend time and promote their products to a targeted audience. NETSA would like to thank all for attending and supporting us.

On Saturday, we had two outstanding seminars with over 120 attendees. This year's seminars were so well attended that we had to move them to the Trade Show floor. Thanks to Jason Abrahams from TireTutor for his presentation "David vs Goliath" seminar. Thanks also to Mike Albrecht from Hunter Engineering and Kip Nuesch from Advance Auto Sale/ Carquest for their outstanding "ADAS Calibration" seminar.

At our Luncheon & Annual Meeting, our keynote speaker Shivahn Fitzell from Sensata Technologies, shared her insights on the "Future of Tire Sensing". Just when you thought you knew everything about tire monitoring systems, Shivahn showed there is a lot more to it. We at NETSA would like to thank her for speaking.

At our 2023 NETSA Hall Of Fame Dinner and Scholarship Auction, we inducted two big hitters and good friends to all. Brian McGeoghegan from Mohawk Rubber Sales and Jim Melvin JR from Melvin's Tire Pros. Both of which are sons of Hall of Famers. The Scholarship Auction was a success. We are well on our way to funding our Scholarships for 2024. Thanks to all that made this happen.

## We at NETSA want to thank our Trade Show sponsors


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Without them, there would be neither a NETSA nor a Trade Show.

Finally, I want to thank Tony DeSimone and the Board of Directors for all their help. I am happy to announce that the 2024 NETSA Trade Show & Convention will be at Mohegan Sun on April 5th and 6th, 2024. Mark your calendar, and we will see you there.





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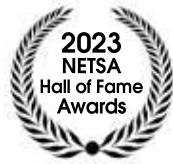
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# 2023 Hall of Fame Inductees

The Road Runner  
Summer 2023



**Brian McGeoghegan**



Brian McGeoghegan was born on March 5, 1968, to Patrick and Sue McGeoghegan. He has 1 sibling Jennifer. He has

been married for over 30 years to Kim and has 3 amazing children Patrick, Connor, and Miranda. Brian is a 1990 graduate of Boston College. Throughout college and after college he helped his father run the largest regional supplier of tire shop supplies and equipment in the country. Brian co-purchased Mohawk from Chemi-Cure in 1993 and oversaw the acquisition and integration of Italmatic Pro in Alpharetta Georgia, a distribution center in Salt Lake City, and Maki Supply in Houston, TX to complete a national and international footprint. In 2008 Brian Purchased Mohawk Rubber Sales from his father, continuing his father's beliefs to approach each request with a servant's heart and making all business decisions based on customers' needs. Brian transitioned the business this past year to Myers Industries with the hopes to marry Mohawk's service-first model to Myers's already powerful sales and distribution team.

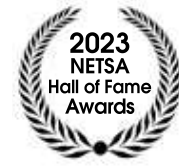
In 2011, Brian, with the help of his father Patrick started Mohawk's Charitable arm, Worthwhile Life Foundation, with a kickoff event at F1 in Boston. They raised over \$40,000 to help local families in need. The charity continues to be a success with an annual bowling, golf tournament, toy drive, and some smaller fundraisers throughout the year. WLF has been able to donate almost \$500,000 over the past 12 years to those in need throughout the country.

Brian's servant's heart is seen throughout everything that he does. In 2022 he ran the Boston Marathon to raise funds for mental health and substance use disorders, and the cancer care program at South Shore Hospital in Weymouth. Every May Brian continues a tradition his father started almost 22 years ago, attending the Champions Fighting Cancer Walk. Brian is always there to lend an ear or to offer advice to a friend.

Brian is an avid golfer and has played at some prestigious golf courses all over the country. He loves boating and tuna fishing off the coast of Nantucket. In the summer Brian can be seen around town riding his bike, at his favorite local restaurant, or watching the sunset off his back porch.



**James Melvin Jr.**



I started working in the tire business one week before my 14th birthday at Tire Pros in Woonsocket, Rhode Island. My father started me working on Saturdays during the

school year. Back in the old day, we would reuse lead wheel weights. My job was to go through a 55-gallon drum of used weights and separate them by weight. It took three Saturdays to empty that drum. I then graduated to repairing and mounting tires, oil changes, general repairs, and tending to the warehouse. I worked full time in the summer and during school vacations. By the time I was in high school, I was as good a tire tech as you could find.

I attended the University of South Carolina and earned a BS in Marketing in five short years. While in college I worked for various tire companies part-time to earn extra money, as that was my area of expertise. In my junior year, I was working for Palmetto Tire Service in Murrells Inlet, SC as a truck tire tech. Our assistant manager got sick, and my store manager took a chance on me and I filled in at the counter. I never realized how much I had learned watching my father deal with both customers and employees. I flourished immediately and never looked back. After graduation in May of 1991, I came back to work in New England to work for my father and his partner at that time, Joe Apicella. I started working for Joe in our Framingham, Massachusetts location. I worked for some great salesmen and managers and learned lessons from all of them. We built a store in Johnston, RI in 1992 and I was the general manager of that store for the next eighteen years. We opened locations in Pawtucket, Seekonk, Warwick, Smithfield, and North Kingstown, and had a ball doing it.

Throughout my career, I've served on many industry boards and associations including TIA Board of Directors for two terms, the National Retail Tire Network board member and past President, and of course NETSA Board and past President. This afforded me lifelong friendships with tire dealers all over the country.

In 2022 my father and I sold our business to Mavis Tire and now we have transitioned from the tire business to the Real Estate business. I now get to spend time with my wife Marianne and our kids, watching them play sports, guiding them through school, playing golf, traveling, and spending time on my farm.



# 2023 NETSA Trade Show

The Road Runner  
Summer 2023





# 2023 NETSA Trade Show

The Road Runner  
Summer 2023





I have never been a writer, nor do I ever think I will be. But I will continue to push myself so that you have the "The Thoughts from the Presidents Desk" or couch. This time of year reminds me of when I graduated and how at 17 I had my whole life ahead of me. This speech was read at my graduation, and I wanted to share it for those who just graduated and are preparing for their futures in hopes that you may look back in 20 years and remember this "Guide to Life for Graduates".

Ladies and gentlemen of the class of '99  
Wear sunscreen.

If I could offer you only one tip for the future, sunscreen would be it. The long-term benefits of sunscreen have been proved by scientists, whereas the rest of my advice has no basis more reliable than my own meandering experience. I will dispense this advice now.

Enjoy the power and beauty of your youth. Oh, never mind. You will not understand the power and beauty of your youth until they've faded. But trust me, in 20 years, you'll look back at photos of yourself and recall in a way you can't grasp now how much possibility lay before you and how fabulous you really looked. You are not as fat as you imagine.

Don't worry about the future. Or worry, but know that worrying is as effective as trying to solve an algebra equation by chewing bubble gum. The real troubles in your life are apt to be things that never crossed your worried mind, the kind that blindsides you at 4 p.m. on some idle Tuesday.

Do one thing every day that scares you.

Sing.

Don't be reckless with other people's hearts. Don't put up with people who are reckless with yours.

Floss.

Don't waste your time on jealousy. Sometimes you're ahead, sometimes you're behind. The race is long and, in the end, it's only with yourself.

Remember compliments you receive. Forget the insults. If you succeed in doing this, tell me how.

Keep your old love letters. Throw away your old bank statements.

Stretch.

Don't feel guilty if you don't know what you want to do with your life. The most interesting people I know didn't know at 22 what they wanted to do with their lives. Some of the most interesting 40-year-olds I know still don't.

Get plenty of calcium. Be kind to your knees. You'll miss them when they're gone.

Maybe you'll marry, maybe you won't. Maybe you'll have children, maybe you won't. Maybe you'll divorce at 40, maybe you'll dance the funky chicken on your 75th wedding anniversary. Whatever you do, don't congratulate yourself too much, or berate yourself either. Your choices are half chance. So are everybody else's.

Enjoy your body. Use it every way you can. Don't be afraid of it or of what other people think of it. It's the greatest instrument you'll ever own.

Dance, even if you have nowhere to do it but your living room.

Read the directions, even if you don't follow them.

Do not read beauty magazines. They will only make you feel ugly.

Get to know your parents. You never know when they'll be gone for good. Be nice to your siblings. They're your best link to your past and the people most likely to stick with you in the future.

Understand that friends come and go, but with a precious few you should hold on. Work hard to bridge the gaps in geography and lifestyle, because the older you get, the more you need the people who knew you when you were young.

Live in New York City once, but leave before it makes you hard. Live in Northern California once, but leave before it makes you soft. Travel.

Accept certain inalienable truths: Prices will rise. Politicians will philander. You, too, will get old. And when you do, you'll fantasize that when you were young, prices were reasonable, politicians were noble and children respected their elders.

Respect your elders.

Don't expect anyone else to support you. Maybe you have a trust fund. Maybe you'll have a wealthy spouse. But you never know when either one might run out.

Don't mess too much with your hair or by the time you're 40 it will look 85.

Be careful whose advice you buy, but be patient with those who supply it. Advice is a form of nostalgia. Dispensing it is a way of fishing the past from the disposal, wiping it off, painting over the ugly parts and recycling it for more than it's worth.

But trust me on the sunscreen  
<https://www.chicagotribune.com/columns/chi-schmich-sunscreen-column-column.html>

Mary Schmich



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"Singing In the Rain" is officially June's theme song. It has not been a great start to the summer, but this is New England so just wait a minute, and we will be complaining about the heat. One thing I will not be complaining about is the 2023 NETSA Trade Show & Convention that was held in April. We broke last year's record for attendees at our Saturday morning seminars with close to 120 taking part in them. I want to thank Jason Abrahams of Tire Tutor, Kip Neusch from Advance Auto Parts/Carquest, and Mike Albrecht from Hunter Engineering

Co, for making these seminars informative and exciting for our attendees. The feedback was all positive. It was encouraging to see that our members are keen to learn and want to continue to be the best in the New England automotive repair business. Our Annual Meeting and Luncheon on Saturday was another successful event with a sellout crowd of one hundred and thirty-five people in attendance to hear from Shivahn Fitzell, Intelligent Tire Solutions (ITS) Global Marketing Leader in the Performance Sensing Automotive division of Sensata Technologies, talk about the Future of Tire Sensing as we transition from Tire Pressure Monitoring Systems (TPMS) to Tire Monitoring System(TMS) and how it will affect independent service providers. Thank you so much for sharing this important information. We closed the show with our Hall of Fame Dinner and Auction. We congratulate Brian McGeogehan, Mohawk Rubber Sales, and Jim Melvin Jr., Melvin's Tire Pros, for their induction into the 2023 Hall of Fame. We ended the festivities with a very successful auction, raising over twelve thousand dollars for our Scholarship Fund.

**I would like to thank all our sponsors, exhibitors, donors, and attendees for their continued support of NETSA. I would also like to thank our board members who worked so hard to make this event a success. Our Chairman, Rich Tuttle, and his committee do a fantastic job making this event function as smoothly as it does.**

The **Golf Committee**, chaired by Bob Vacca, announced that the 2023 NETSA Scholarship Golf Tournament would be held on September 14, 2023, at Shining Rock Golf Club. Registration forms will be mailed out in early August and be sure to check our website NETSA.ORG for more information. The Trade Show Committee, chaired by Rich Tuttle, tells me that the 2024 NETSA Trade Show & Convention will be returning to Mohegan Sun on April 5 and April 6, 2024. So, save the date and we will keep you posted.

The **Scholarship Committee**, chaired by Larry Lesieur, has announced that NETSA will be awarding twenty \$2000 scholarships this year. One of those recipients will be randomly picked and have their scholarship increased to \$5000. This award is to celebrate NETSA going over \$500,000 in Scholarship awards in the past twenty years. A special thanks to Steve Dupoise, County Tire, Larry Lesieur, Maynard & Lesieur, and Glenn Wilder, Wilder Brothers Tire Pros whose generous contributions made this award possible. All the applications are in, and we are almost done with the selection process. Look for the 2023 recipients in our September Road Runner. They are an awe-inspiring group and well deserving of the honor.

I am always impressed by the quality of the applicants and the difficulty of selecting the recipients; this year is no different. This is another reason to stay positive when you read these applications and realize we have some exceptionally talented young adults ready to lead us in the future.

The **Legislative Committee** continues to monitor the matters that affect our industry in our State Legislatures across New England. In Connecticut, we lost our fight to stop the passage of the Extended Producer Responsibility Act concerning tires, that just passed the Connecticut House and Senate. This bill will change how scrap tires are dealt with in the State of Connecticut. We will keep you informed as NETSA fights for a seat at the table when this Stewardship Program is formed. Please let me know if you want to be involved in this program. We need to have our voices heard since most of the burden will fall on the independent dealer.

We were hit with another blow when NHSTA sent a letter to Auto Manufacturers telling them to ignore the Right to Repair law in Massachusetts. I don't know what this does to the work we are currently doing in Maine or for that matter what it means for the national movement that was picking up steam across the country. If you are interested in becoming involved with Right to Repair, please contact me at Tony@netsa.org.

I look forward to seeing you at the NETSA Scholarship Golf Tournament in September. Have a great summer.

*Tony*

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## EPA Proposes Stringent Tailpipe Emissions Requirements

On April 11, the Environmental Protection Agency (EPA) announced two significant rules seeking to dramatically increase the number of Zero Emission Vehicles (ZEV) on the road. The EPA is proposing new aggressive emissions standards for Light and Medium Duty vehicles, which are cars, trucks, and vans up to 14,000 lbs, that could require up to 67% of new vehicle sales to be ZEVs in 2032. Additionally, the EPA announced Phase III of its greenhouse gas regulations, which will set increasingly more stringent emissions standards for Model Years 2027-2032 trucks and buses.

Importantly, these rules are being solely proposed by the EPA, as the agency had previously worked with the National Highway Traffic

Safety Administration (NHTSA) on previous truck and bus greenhouse gas rules or Corporate Average Fuel Efficiency (CAFE) standards for vehicles. Accordingly, these proposed rules on light and medium-duty vehicles are not considered new CAFE standards by the EPA but rather new emission standards for Nitrogen Oxides (NOx), Particulate Matter (PM), ozone, Carbon Dioxide (CO<sub>2</sub>), and other greenhouse gases.

TIA is planning to submit comments in opposition to both of these rules, and we have already had multiple conversations with members about the potential impact of these rules. Of note, we will highlight the negative impact on the solvency of the Highway Trust Fund (HTF) that these new regulations will have. These proposals have not been formally published in the Federal Register, but we do know that there will be a 50-day comment period for the heavy-duty truck rule and a 60-day comment period for the light and medium-duty vehicle rule.

If you haven't seen the rule for light and medium-duty cars, trucks, and vans, you may view it here: <https://www.epa.gov/system/files/documents/2023-04/lmdv-multi-pollutant-emissions-my-2027-nprm-2023-04.pdf>

*Roy Littlefield IV, Vice President of Government Affairs, TIA  
Contact: 301.430.7280 ext. 137  
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Email communication is a fundamental component of everyday business. Email is ubiquitous and we easily forget that it has only been with us since the mid-90s. Before email existed, customer service and business communication was dominated by telephone calls, letters, faxes or face to face interaction. In a relatively short time period, email soared in popularity for both customer service and internal employee communication. It caught on because email is fast, it's

free, and it's highly effective. While most team members know how to send and receive email messages, there are dozens of important nuances that can make the difference between your customers and coworkers getting mediocre service vs receiving top of the line treatment via email.

Let's look at some tips, recommendations and reminders to help you be more effective and deliver better customer service when using email for business. These are helpful if you're a younger team who never knew life before email or if you're the savvy veteran who remembers exactly when email came on the scene.

## BEFORE WE BEGIN:

Always comply with your organization's policies. Every organization is unique. Be aware that certain matters surrounding email involve legal issues and/or operating procedures that may be unique to your organization. If you arrive at a subject that happens to conflict with a specific policy in place at your organization, we advise you to yield to your company's policy.

Now let's get started learning how to use email for better customer service.

## ADDRESS FIELDS: The distinctions and uses of To, CC and BCC

Let's discuss the appropriate uses of the To, the CC and the BCC address fields when setting up an email. Each field has a distinct function and purpose.

Let's begin with the To field. The email addresses in the To field should include those individuals who are directly involved in the subject matter of your message. The subject of this email will concern them. Another way to think about it is to ask yourself who are the people you would want to invite to a conference table on the subject, if you were arranging a face to face meeting rather than sending an email. The To field is for recipients you would expect to read the message and possibly be required to take action.

So what about the CC line? Back in the days of the typewriter, a typist could create an original document plus an identical copy by inserting a sheet of carbon paper between the original sheet and a second sheet of paper. That's where we get the shorthand term, "CC." The days of actual carbon copies are gone, but the CC term lives on.

Today the term CC is often used to designate a courtesy copy. This is a way to keep appropriate people in the information loop. Remember the people sitting around the conference table in the example for the To field? The CC field is for those who didn't need to attend that meeting but who will get a memo later recapping what was discussed. Courtesy copies are for anyone who would derive value from being included but with this

distinction: Their direct action, input or response usually isn't required. The CC field is ideal for recipients that you want to keep advised about the topic or message.

- Recipients in the To and CC fields each can see all the parties who were copied in both fields.

Let's look at the BCC field. That is a blind courtesy copy. It's a method of copying people on your message without openly displaying their address or the fact that they were included in the correspondence to the recipients in the To or CC fields.

- Recipients in the To and CC fields cannot see the parties copied in the BCC

Here are some situations where you might use the BCC field. Use blind courtesy copies when you want to keep others informed about developments without openly displaying their email addresses to everyone in the To or CC fields. Perhaps you want someone in management to be copied without influencing any coworkers who might react differently if they knew a manager was being copied. Or maybe your message requires that you BCC someone to protect yourself by covering all your bases.

Also, use BCC to large groups, when you want to eliminate Reply To All messages or back and forth interaction on a subject. Reply To All will be covered in the next section in more detail, but we all likely understand what we mean by that term for this BCC use example. For instance, let's say you need to check some possible dates for an upcoming office holiday party. Use BCC if you want recipients to reply back to only you and not be able to create an email storm with dozens of coworkers announcing their schedule conflicts to the entire group.

BCC also gives you control over privacy. It allows you to protect the anonymity of the email addresses in your distribution list and, because so many emails are forwarded, BCCs also can prevent third-parties from harvesting email addresses to use them for spam or unauthorized contact down the road.

## REMEMBER

- TO: is used for parties directly affected by the message
- CC: is a courtesy copy used to keep secondary parties informed on the matter
- BCC: is a blind courtesy copy used for interested parties when you wish to keep their addresses undisclosed

## Reply to All (Use Cautiously!)

Here is something that probably has happened to all of us at some point. You meant to reply to a single person who originally wrote to you as part of a larger group. You were in a hurry and instead of clicking the Reply button you accidentally clicked Reply to All. Ouch!

If you are lucky, the Reply to All mistake is limited only to being a minor annoyance. If you are not so fortunate, the outcome from this type of mistake can range from extreme embarrassment to career ending, depending on what you said and to whom you said it. How would any of us feel if we realized we had just sent a response with a negative comment about a boss, colleague or customer to a large email group (via Reply to All)? That type of event certainly won't do you any favors when it comes time for your annual review.



- Reply to All means that every name in the To and CC fields will receive your reply.

That could mean dozens or even hundreds of recipients will get your reply, and many of those will wonder why. Sometimes this is referred to as an email storm or a reply apocalypse. Reply to All errors aren't just limited to inappropriate messages. There's another concern. One major benefit of using email for business communication is the time-saving potential it offers, but unnecessarily Replying to All can result in a huge waste of time.

Consider this: If you unnecessarily Reply to All to a group of 60 coworkers with a message that has no value to them, but it takes each reader about a minute to sort through the message, you've just caused one entire hour of cumulative work time to be wasted. One full hour evaporated by a single, careless Reply to All. Multiply this by the amount of times unnecessary Reply to All messages take place and it doesn't take long for this practice to become a major productivity killer.

There are documented stories about large organizations being involved in epic wastes of work time because someone accidentally replies to a huge group, and some of the recipients, in turn, reply back again to everyone, asking to be unsubscribed from the group. This further causes others to ask to be removed. This creates a huge whirlwind of wasted time and lost productivity, in addition to annoying a lot of people.

So, if you're replying to a group message and only some of the people in it need to see your answer, as a courtesy simply remove the group members not affected, or use the BCC field to copy people, but avoid risking your exposure to a Reply to All storm. Just like proofreading or ensuring the address field didn't auto-fill with the wrong recipient, take a few extra moments to make sure your outbound email is sent only to your intended parties.

- Avoid unnecessary Reply to All

## KEY POINTS

- Each of the address fields (To, CC, BCC) has a distinct function.
- The addresses you use in the To field will be those of the individuals directly involved in the subject matter and from whom you may need a response.
- Those addressed in the CC field are people who would derive value from being included in the discussion but whose input is not necessarily needed.
- The BCC field may be used in a variety of ways:
  - o When you want to keep others informed of developments without openly displaying their email addresses to all the other recipients.
  - o When you want a member of management copied without influencing any coworkers who might react differently if they knew management was being copied.
  - o When you need to protect yourself by covering all of your bases.
- Reply to All means exactly what it says. Every name in the To and CC field is going to get your message.
- Unnecessarily using Reply to All can cause a huge waste of time.
- If you are replying to a group message and only some of the people need to see your answer, as a courtesy, simply remove the group members not affected.

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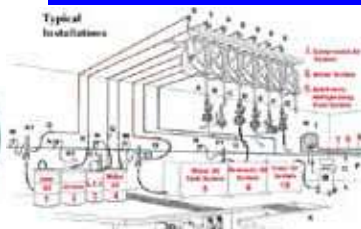
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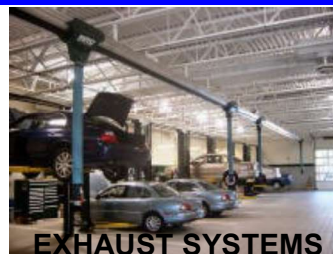
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## Essential Requirements and Considerations

As the automotive industry shifts toward electric vehicles (EVs) and hybrid vehicles (HVs), the demand for skilled professionals in the HV EV auto repair business is on the rise. This article will outline the essential requirements and considerations for entering this growing industry. Understanding these key factors, from specialized training and tools to business planning and market analysis, is crucial for success in the HV EV auto repair business.

1. **Specialized Training and Certification:** Obtaining specialized training and certifications are vital to excel in HV EV auto repair. Look for programs that offer comprehensive training in EV and HV systems, battery technology, safety protocols, and diagnostic techniques. Certification from reputable organizations, such as the Automotive Service Excellence (ASE) or manufacturer-specific programs, adds credibility to your business and instills confidence in potential customers.
2. **Technological Expertise and Tools:** HV EV vehicles incorporate complex systems and advanced technologies that differ significantly from traditional internal combustion engine (ICE) vehicles. Acquiring expertise in high-voltage systems, electric drivetrains, regenerative braking, and advanced diagnostic tools is crucial. Investing in specialized tools and equipment

designed for HV EV repairs ensures accurate diagnostics and safe handling of high-voltage components.

3. **Adequate Infrastructure and Facilities:** Adapting your repair shop's infrastructure to accommodate HV EV vehicles is a fundamental requirement. HV EVs often require separate charging stations, specialized workspaces with insulation and ventilation for high-voltage systems, and equipment capable of handling the unique needs of these vehicles. Assess your current facilities and make necessary upgrades to meet the demands of HV EV repairs.
4. **Compliance with Safety Regulations:** High-voltage systems in HV EVs pose unique safety challenges. Ensure that your business complies with all relevant safety regulations, including proper handling, storage, and disposal of high-voltage components and batteries. Implement strict safety protocols, train your staff on emergency procedures, and invest in personal protective equipment (PPE) to mitigate potential risks.
5. **Ongoing Education and Up-to-Date Knowledge:** The HV EV industry is rapidly evolving, with new technologies and models being introduced regularly. To stay competitive, commit to ongoing education and continuous learning. Stay updated on the latest HV EV advancements, industry trends, and repair techniques through workshops, seminars, online courses, and subscriptions to reputable publications. Building a knowledgeable and adaptable team is key to providing top-notch service.

6. **Business Planning and Market Analysis:** Before entering the HV EV auto repair business, conduct a thorough market analysis. Assess the local demand for HV EV repairs, evaluate competition, and identify target customer segments. Develop a comprehensive business plan that includes financial projections, marketing strategies, customer acquisition plans, and a pricing model that reflects the unique challenges and costs associated with HV EV repairs.

7. **Networking and Partnerships:** Building strong relationships with HV EV manufacturers, suppliers, and industry professionals can provide valuable support and resources. Collaborate with local dealerships, EV charging infrastructure companies, and EV enthusiasts' groups to increase visibility and foster partnerships. Networking opportunities may include attending trade shows, joining industry associations, and participating in community events.

**Conclusion:** Entering the HV EV auto repair business requires a strategic approach, specialized skills, and a commitment to ongoing learning. By obtaining the necessary training, investing in appropriate tools and infrastructure, complying with safety regulations, and conducting thorough market analysis, you can position yourself for success in this growing industry. With the right combination of expertise, quality service, and customer-centric approach, your HV EV auto repair business can thrive in the evolving automotive landscape.

*Contributor: Hal Odyssey, EV repair*

## Welcome New Members

Company	Address	City	ST	Zip	Contact	Name
Advantech Tire	260 Arbor Springs N Dr	Newman	GA	30265	704-585-9421	Don Schultz
Parts Authority	3 Dakota DR.	New Hyde Park	NY	11042	617-909-1378	Jesse Kaplan
Thinkcar	720 S Rochester Ave	Ontario	CA	91761	909-321-5665	Shaling Higuera
Dedham Wholesale Tire	54 Water Street	Hyde Park	MA	02136	800-660-8473	Mike Poland
Dedham Wholesale Tire & Auto Service	5218 Washington Street	West Roxbury	MA	02132	617-325-6600	Mike Poland
Auto Craft, Inc.	685 North Street	Randolph	MA	02368	781-963-9798	Janis Wentzell
Launch Tech USA	1820 S. Milliken Ave	Ontario	CA	91761	702-538-0804	Gina Lomvarado



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## Employees Want Help Understanding Benefits Offered by Employers

Employers provide a variety of benefit choices to employees as part of their overall compensation package. And while employees value their benefits, research shows 85% of workers are confused about their coverage options. Ultimately, employees want help understanding benefits offered by employers. Consider five reasons why employees find benefits confusing and three ways to improve benefits education.

### Why employees are confused about benefits

1. Preoccupied – Employees have many responsibilities at work and home. Often, they are distracted, thinking about how to pay their bills and many other responsibilities. They have little time to educate themselves about their benefits, which can be a problem when they need to use it.

Workers who have health needs and use their benefits tend to understand their coverage. But employees who rarely use their plans, including their preventive care benefits covered by insurance, are confused. Although they may not know much about their benefits, they want to know what their benefits cover if needed. Make online benefits education available to workers so they have access when they need it.

2. Overwhelmed — Employees appreciate the security their benefits provide to handle unexpected health needs. But many workers today are overwhelmed and stressed. They have difficulty making decisions about their health and benefits.

Employees want benefits choices, but not too many. For example, offering over 10 different benefits options can be overwhelming. Employees also may struggle to understand their benefits because the plan descriptions use unfamiliar insurance terms. They also may be confused about the specific procedures and services their plans cover.

3. Confused – Studies show that over 85% of employees are confused about their benefits. The youngest group of workers, Generation Z, often are puzzled about their plan choices and coverage options. A variety of benefits material, including videos and infographics, can help engage and educate workers in an entertaining way.

Most benefit plans have online websites and smartphone apps employees are encouraged to use. Younger employees gravitate toward using the latest technology, but older employees may not. After trying to figure out these tools, some employees may give up and contact HR for assistance. Or, they may ask coworkers or friends for help.

4. Uninformed – For many employers, employee benefits account for about 30% of their budget. But often, employees are not aware of the value of their benefits. When reviewing annual benefits options, employees tend to spend only 15 minutes selecting insurance plans during enrollment.

Often employees choose the same plans and coverage levels year after year. They don't explore new or updated benefits that may better fit their

needs and those of their dependents. So when employers introduce new or updated benefits, it's vital to share the highlights of what those benefits cover. This way, workers can stay informed and have the opportunity to participate in a helpful new benefit or different plan.

5. Stressed – Most employees worry about their finances. In fact, about 58% of workers report living paycheck to paycheck. They struggle to pay monthly bills. In addition, many employees and/or their spouses are paying off student loan debts.

Because of these issues, employees may hesitate to spend money on benefits. Studies show workers are willing to invest in medical, dental and vision insurance. But for other voluntary coverage, they may select less-expensive options.

### How employers can help

Employees expect their employers to help them understand their benefits. And while workers want this information, employers must develop a strategy to get employees' attention. Businesses must do more than send out packets and email reminders to educate their workforce. Consider three ideas to improve benefits communication, reduce employee confusion and increase participation.

1. Tailor messages – Most employers have four (sometimes five) diverse groups or generations of employees working at their businesses. Each generation has different benefits needs. Employers who provide the one-size-fits-all benefits education miss reaching their employees. It explains why 80% of employers say employees don't open or read their benefits information.

To reach employees, employers need to tailor messages to each group. The communication strategy doesn't have to be complicated. However, employers need to identify the benefits that are significant to each group of employees. Then customize communications to catch their attention. Learn more tips for selecting and communicating employee benefits.

2. Communicate clearly – Review current benefits information to ensure the information is clear and easy to understand. Include charts, graphs and examples to explain benefits and educate employees on how to use them. Ask other employees to read the descriptions to identify confusing terms.

If possible, provide examples of how benefits have helped other workers. When new benefits are offered, explain the value and how employees can use them to support their health. Clear communication is key to keeping workers informed.

3. Survey employees – Surveying employees is an excellent way to gather feedback. Surveys allow employees the opportunity to voice their opinions and any confusion about benefits. Conduct pulse surveys as issues arise and regularly ask for input on benefits during the year.

Employers need to be aware of workers' needs and provide the right plans and perks to keep them engaged. Remember, each worker has goals and reasons why they work where they do. Many expect their benefits to support a range of needs, from financial planning to personal well-being. After each survey, follow up with employees to say thanks and share how their responses will be used.



**FOR IMMEDIATE RELEASE**  
June 14, 2023

Contact: Kate Kahn  
Phone: 617-513-8849  
Email: [kahn@graymediagroup.com](mailto:kahn@graymediagroup.com)

## **MASSACHUSETTS RIGHT TO REPAIR COALITION STATEMENT ON LATEST AUTO MANUFACTURERS' STALL TACTIC**

On behalf of two million voters and thousands of independent auto repair shops across Massachusetts, we are outraged by the unsolicited, unwarranted, and counterproductive letter from NHTSA that conflicts with the Department of Justice's statement submitted two years ago in federal court stating that there was no federal preemption. NHTSA's letter is irresponsible, having been transmitted without any new evidence and after the conclusion of the federal trial, despite having been asked by the judge to participate in the court proceeding and declining. NHTSA's letter fails to acknowledge the evidence and testimony presented at the trial that demonstrated the viability and security of an open access platform. This is yet another delay tactic the manufacturers are using to thwart the will of their customers, Massachusetts voters who voted 75-25 in favor of their right to get their car repaired where they choose. The FTC, the Biden Administration, and many members of Congress have all come out in support of Right To Repair.

Tommy Hickey, executive director of the Right to Repair coalition.

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# Automotive Aftermarket Industry Outperforms Expectations, Growing 9.7% in 2022

The Road Runner  
Summer 2023

**BETHESDA, Md.** – June 14, 2023 – The Auto Care Association and MEMA Aftermarket Suppliers, in partnership with S&P Global, have released the 2023 Joint Channel Forecast Model report, providing valuable insights and strategic guidance for the automotive aftermarket industry. The annual report gives an in-depth industry outlook with the latest and most reliable market projections, channel performance analysis and emerging trends. This year's report finds that despite the recent increase in economic strain for many Americans due to rising costs, the industry continues to show its reliability and ability to adapt across the service and retail sectors, continually adjusting to meet demand in an ever-dynamic market.

The 2023 Joint Channel Forecast Model finds that the automotive aftermarket grew 9.7% in 2022, outperforming expectations (previously forecast at 8.5%). With high inflation persisting, the industry is expected to grow an additional 8.1% in 2023 before settling to more modest – but still substantial – growth rates that will continue to make the industry an attractive one for investors.

Key topics in the new report include:

- Market size projections in billions of dollars through 2026, along with year-over-year percent change;
- Sales dollars and market share for the retail, service, and dealer channels;
- Key economic projections through 2026 such as GDP, consumer price index, and the CPI for Motor Vehicle Maintenance and Repair;
- Forecasts for motor vehicle sales through 2026; and
- Detailed factors influencing the growth in the aftermarket.

“Consistency, reliability and adaptability— that’s what the motoring public have come to expect from the auto care industry over the years, but especially in more recent times with many Americans facing the very real rise in their cost of living,” said Bill Hanvey, president and CEO, Auto Care Association. “The latest Joint Channel Forecast Model demonstrates this reality with the latest market figures surpassing expectations yet again.” “The automotive aftermarket continues to prove that it can succeed on two fronts – the long-standing production and manufacturing that gives the aftermarket its strong foundation and the innovation and entrepreneurship that are required with the burgeoning technology changes and opportunities in transportation,” commented Paul McCarthy, president and CEO, MEMA Aftermarket Suppliers. “This year’s Joint Channel Forecast provides an impressive outlook for the aftermarket and underscores the value of investment in this industry.”

The auto care industry continues to show its reliability and ability to

adapt across the service and retail sectors, continually adjusting to meet demand in an ever-dynamic market. While new vehicle inventory is being replenished as the supply chain pressures have eased somewhat across the industry, the vehicle parc continues to age and increasing costs of both new and used vehicles continue to encourage owners to keep their vehicles longer. These factors have provided tailwinds to the automotive aftermarket as vehicle miles traveled have returned to pre-pandemic levels.

The full Joint Channel Forecast Model is intended to help provide further details about the factors influencing the growth of the auto care industry to help businesses make informed decisions, identify growth opportunities and optimize their market strategies.

The Joint Channel Forecast Model report is available to Auto Care Association and MEMA Aftermarket Suppliers members as a membership benefit.

Auto Care members can access the Joint Channel Forecast report in the 2024 Auto Care Fact book at [digital.autocare.org/2024factbook](https://digital.autocare.org/2024factbook). MEMA Aftermarket Suppliers can access the report at [mema.org](https://mema.org).

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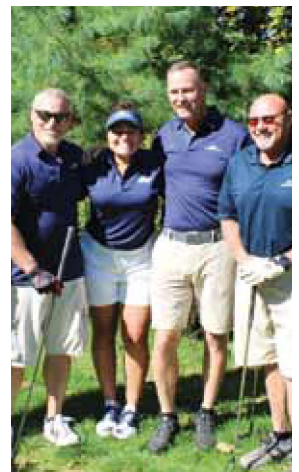


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The Road Runner  
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Will 2023 be the best of times or the worst, economically speaking? One could argue either way. On the one hand, most data indicates that the economy and job market are chugging along nicely, but on the other hand, earlier last month Silicon Valley Bank became the largest U.S. bank to fail since 2008.

It seems to have been an old-fashioned bank run spread the usual way, by fear, but through a new medium — Twitter. As I am writing this article, news of Credit Suisse Group's buyout by UBS is underway. Now many are wondering if a wider financial crisis is coming.

## A one-armed economist

Times like these call for a one-armed economist, as President Harry Truman did when he became sick of advisers telling him: “Well, on the one hand. . . .” So let's go through the latest data on the domestic economy and the tire industry to see if we can figure out which of our two hands is right.

Following the Silicon Valley Bank and Signature Bank failure and the Credit Suisse buyout, some were thinking the Federal Reserve would pause its interest rate hike. However the Federal Reserve has announced that it will be increasing interest rates by 0.25 percent points following the meetings that took place on March 21-22 despite the concerns.

The Federal Reserve is trying to walk a tightrope. They want to slow the economy and bring inflation down, but worry about going too far and bringing on a serious recession, for which the agency would receive considerable blame.

Regarding inflation, the latest Consumer Price Index data shows it continues to be elevated but moderating. The price index for all items increased 0.4% in February, after a 0.5% increase in January. For the trailing 12 months, the index now registers 6% inflation, down from 6.4% last month.

Regarding a recession, it remains a serious concern but has not developed yet. The most recent U.S. economic growth data — for the fourth quarter of 2022 — indicate reasonably healthy annual Gross Domestic Product growth of 2.7%.

And the latest U.S. employment data showed 311,000 jobs created in February, more than expected. The unemployment rate edged up slightly to 3.6%, with more Americans entering the labor market, but remains historically low. Overall, the job market remains strong.

## Tire, rubber sector outlook

We did see a small dip in the latest numbers for our sector. Employment in U.S. rubber product manufacturing dropped to 136,900 in January from 139,300 in December. Employment in U.S. tire manufacturing fell to 58,400 from 59,200 for the same period. Could this dip be a canary in the coal mine, signaling a more serious industry contraction to come?

A recent Tire Business story written by Bruce Davis (“Tire Company Forecasts: No to Low Growth in 2023”) reports that, based on internal forecasts, some of the major players in the tire industry seem downbeat about 2023, at least globally.”

Another industry forecast released in February by the U.S. Tire Manufacturers Association projects U.S. tire shipments will grow to

334.2 million units in 2023, from 332 million in 2022, which would be a tepid 0.7% growth rate.

Overall, these forecasts seem to align well with general expectations about the economy. Most analysts are not projecting a deep recession, but they are not expecting good times either.

## Maybe two arms aren't so bad

With all due respect to President Truman, maybe a one-armed economist is not what we need right now. The data are simply too mixed. Unwarranted certainty can be a dangerous thing. For now, what we know is that hiring managers still face a tight labor market. Good workers still have options, so getting them will take effort.

At the same time (Notice I didn't say, “on the other hand.”), concerns of a coming slowdown or even recession continue to be widespread. The Federal Reserve is likely to continue raising interest rates, even if it does take a pause at the next meeting. That combined with the bank failures is plenty to make the current economic fears reasonable.

In the near term, a key thing to watch for is whether more banks fail. If a wide scale financial crisis develops and causes a real recession, it could bring hiring freezes, and layoffs.

But since that is not currently the case, I want to leave on an optimistic note.

There is something nice about the tire industry. When times are good, orders grow because of new vehicles. When times are bad, we get more orders from people who want to keep their old vehicles in service.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to the tire industry. You can reach him directly: [mike@tiretalent.com](mailto:mike@tiretalent.com).

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# Culture Shock: Where Does Employee Well-being Fit In?

The Road Runner  
Summer 2023

Dynamic companies understand that employees' health and wellbeing is critical to the success of the company. A healthy and thriving workplace translates to employee retention, and a productive and engaged workforce that can have a positive impact on a company's bottom line.

The good news is it's possible to create a culture of wellbeing in the workplace. The key is to listen to employee needs and establish a foundation of support for their physical, financial, and mental health.

## Culture of Physical Health

Employers can set the stage for wellbeing in the workplace. The physical environment – temperature setting, lighting, workspace, and healthy snacks – support the mental and physical comfort of employees.

- **Temperature:** Is the temperature cool but not cold? According to the Occupational Safety and Health Administration (OSHA), the ideal temperature for productivity is 68-76 degrees Fahrenheit.
- **Lighting:** Research has shown that natural light versus artificial light has a positive effect on mood as well as efficiency in the workplace. In the absence of more windows, skip the florescent lights and opt for bright (not harsh) natural bulbs. And encourage people to get outside during the day.
- **Ergonomics:** This includes keyboard and monitors as well as desk height and chair. If possible, offer standing desks. They increase productivity, energy, comfort, and even promote good blood circulation!
- **Break room:** Offer healthy snacks and water and include healthy food and beverage options at group meetings, such as fruit and yogurt. Always offer water as a beverage option.
- **Exercise:** Employers can support physical activity in the workplace with walking groups, walking meetings, subsidized gym memberships, or yoga one evening a week in a common space.

## Culture of Mental Health

The number one thing employers can do to support staff mental health is create a low stress environment. This is achieved with open dialogue about workload and workflow, respect for work-life balance, and support for the financial needs of employees.

Research shows that 42% of workers needed to take time off due to mental health in the past year. Moreover, a 2020 Gallup report found that 76% of employees experienced burnout on the job, likely leading to the new phenom of quiet quitting. Interestingly, the cause of burnout isn't long hours, it is the lack of flexibility and support in the workplace. Flexibility can take the form of a hybrid in-office and work-at-home schedule, flexible work hours, and clear expectations for each role.

Work-life balance is a key part of this picture. Employees are well-rounded individuals with lives and interests outside the office. Companies can support employees with programs such as generous PTO, mental health days, flexibility with child- or adult-care, and behavioral health benefits.

That isn't all. According to a 2022 survey from the American Psychological Association, 72% of Americans were stressed about money during the past month. Employers can help to reduce some of this stress by offering competitive salaries, student loan repayment programs, 401k savings plans, life insurance, and emergency savings.

Employee wellbeing not only enhances company culture, but necessary to attract and retain top talent. Start with an open ear to employee needs and provide benefits to support their interests.

Contributor: Jeff Mishol, Colonial Life, reprint

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FRONT	P235/60R17XL	200 kPa, 29 PSI					
REAR	P235/60R17XL	200 kPa, 29 PSI					
SPARE	P235/60R17XL	200 kPa, 29 PSI					

Tire Pressure Monitoring Systems [TPMS] have been a big part of tire service for nearly TWO DECADES now. High performance diagnostic tools are very common, even in small local stores. Something else that is very common to TPMS service is "it's always changing!" New makes and models, new sensor technology, and improved features, all make it IMPERATIVE that you keep your TPMS tool up to date. Let's review why it is critically important to keep your TPMS tool current.

### New Makes and Models

As we know, each year new vehicles are introduced. New vehicles often come with new OBDII communication specifications. Whether it be a subtle code change or a new Security Gateway [SGQ] protocol, these changes happen year after year! The only way to keep up with the change is to partner with a Tool Manufacturer that has its roots in OE TPMS equipment and is constantly developing solutions for the ever-changing TPMS landscape.

### New Sensor Technology

New makes and models mean there are sometimes new O.E. TPMS Sensors. New TPMS sensors can have new activation and transmission protocols. These new protocols need to be installed on your tool to properly service the vehicle's TPMS. As with the constantly changing OBDII communications, it is imperative to keep TPMS sensor coverage up to date. There are two perspectives to consider with your TPMS tool and replacement sensors. One, your TPMS tool needs to be able to diagnose the O.E. sensor to determine functionality. Second, there is the coverage for replacement sensors, some of which are programmable. New coverage for programmable replacement sensors requires an up-to-date TPMS tool in order to make the sensors ready to use.



### New Features

You likely invested significantly in your TPMS tools. If used correctly, they help technicians diagnose TPMS issues, complete system relearns, and accurately service your customer's vehicle. The TPMS helps make money for your shop! TPMS Tool manufacturers invest a lot of resource in adding coverage, testing, and validating functionality, and developing new features. New features like VIN-

Dicate®, Rite-Sync® and Placard Programming are examples of features being added to a TPMS tool that significantly increases the tool's ability fix vehicles and adds value to the investment.

### Keep Your TPMS Tool Updated

It's been our experience that many tech support calls are resolved simply by updating the customer's tool. As mentioned, TPMS Tool updates are very important because of the fast-paced nature of change within TPMS. New sensors, new vehicles, programmable sensors, and new relearn procedures are always being released. Updating your tool is the only way to keep up!



Fortunately, today's TPMS Tools are easier to keep current. Always make sure your tool is registered with the manufacturer, and your account is active. Then, using a wireless internet connection, and with the tool configured properly, updates can occur automatically as they are made available.

In today's TPMS service environment, having the latest update is a significant advantage. The bottom line is, keeping your TPMS tool current helps technician's fix more vehicles, maximizes your investment, and creates more satisfied customers, in other words "Own The Wheel Well!" Don't Wait – Update!

Scot Holloway, CEO & General Manager – Bartec USA





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- ▶ Powder coating automation can increase production with less labor and product waste



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# How Consumers Shop for Tires & Service

The Road Runner  
Summer 2023

There are a number of factors challenging the independent tire and service industry in recent years. Tire manufacturers predict low to no growth in 2023, and the number of people working primarily from home tripled from 2019 to 2021, from 5.7% to 17.9%<sup>1</sup>.

TireTutor and MIT students partnered on a research study to understand the consumer decision-making process. Identifying shopping behavior helps independent shops arm themselves with the right tools to increase chances of capturing the sale. We interviewed over 100 consumers both in person and virtually and determined four key factors that play a role in how people shop for tires and automotive service - research, trust & transparency, price, and convenience.

## Research

Consumers use online reviews and ratings when shopping for tires. They want to easily compare tire prices and features, as well as store details. Oftentimes shoppers rely on recommendations from a friend or family member who is familiar or experienced with vehicles, or start with a site recommended from Google search.

The best way to reach a consumer in research mode is to respond to an inquiry quickly. A customer is 20x more likely to engage in the sale process if responded to in 5 min vs. 20 min.<sup>2</sup> Building and sending digital quotes saves time and allows the consumer to purchase directly from the quote vs. time wasted on the phone.

## Trust & Transparency

Customers value seeing tire and service pricing online, including fees and labor. This builds trust and a loyal customer. People want to support their local shop and have a go-to place they can trust. Each customer is worth \$1,700

of net present value (NPV) over the next 2 years.<sup>3</sup> Shops who provide a great shopping experience will win over the future business of every sale.

## Price Sensitivity

Fifty-seven percent of the people interviewed mentioned price as the most important aspect when buying tires. Brand and quality came in second. People are price sensitive but are not always looking for the cheapest deal. By offering good, better, best options, dealers are empowering the customer to make the choice that works best for them.

Getting a comprehensive tire-pricing analysis from a third-party will help dealers understand how they stack up against the competition and where there is flexibility in their margins. Making a lower-margin tire sale is one way to gain a lifetime customer who will ultimately return for repeated service.

## Convenience

According to an Uber driver who was interviewed, "the benefit of buying tires online is about convenience". In a digital shopping age, consumers expect to be able to complete the full transaction online without needing to contact the shop. Consumers prefer simple, modern websites that enable purchasing and scheduling appointments online.

By understanding shoppers' behaviors, dealers can arm themselves with the right tools to increase their chances of gaining recurring revenue streams from new and repeat customers.

## An MIT E-Lab research study - Contributor: TireTutor

1 Data released by the U.S. Census Bureau

2 An MIT study

3 <https://www.fool.com/investing/2019/09/12/how-much-do-americans-spend-on-car-repairs.aspx>



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# *Scrap Tire Recycling*

BDS Waste Disposal provides scrap tire storage, collection, transportation, and recycling services throughout New England. We provide scheduled route/on-call individual tire collection and scrap tire container services in Maine, New Hampshire, Vermont and Massachusetts. We provide box trailer and bulk tire collection services in all New England states. Our business is focused on providing exceptional service. We utilize late model, well maintained equipment and uniformed professional drivers and operators.



## Collection, Transportation & Processing

We own and operate:

- 10 road tractors (trucks)
- 4 packer trucks
- 200+ trailers
- 8 tire shredders

Tires are unloaded and shredded at our MEDEP licensed processing facility.

# ***BDS Waste Disposal, Inc.***

For more information, visit: [bdswastedisposal.com](http://bdswastedisposal.com)

Phone: (207) 278-3833





*All proceeds  
benefit the  
NETSA  
Scholarship  
Fund!*

## Plan on Joining Us...

Everyone is Welcome to participate!  
Registration Deadline: September 7, 2023

Location: Shining Rock Golf Club - Northbridge, MA  
 Date: Wednesday, September 14, 2023  
 Time: 9:00 am Shotgun Start  
 Fee: \$135.00 (per player)  
 Fee includes: Round of Golf, Cart, Lunch,  
 Steak Tip Dinner, and 1 Sleeve of Golf Balls.  
 Prizes for: Low Team Gross (\$100 cash per player)  
 Low Team Net Score (\$75 cash per player)  
 Longest Drive (\$50 gift certificate)  
 Longest Putt #1 (\$50 gift certificate)  
 Many other prizes & raffles

Business Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ e-mail: \_\_\_\_\_

### Players Names

Handicap or  
Average  
Score

1.) _____	_____
2.) _____	_____
3.) _____	_____
4.) _____	_____

Please note any players you would like to play with. We will do our best to accommodate requests.

I'm not able to join you for golf but would like to make a donation to the NETSA Scholarship Fund in the amount of \$\_\_\_\_\_.



### Payment Method

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_ Visa MC Discover AMEX  
 Signature: \_\_\_\_\_ SIC code: \_\_\_\_\_

*Check Payment:* Send completed registration with check to Tony DeSimone, Executive Director NETSA 3 Lefevre Dr. Kingston, NH 03848  
*Credit Card Payment:* e-mail completed registration with credit card information to [Tony@NETSA.org](mailto:Tony@NETSA.org)

**Register on-line: [netsa.org](http://netsa.org)**



## Providing Global Solutions Here



## So You Can Trust Us Here



Since 1992, Bartec has led the industry in TPMS Innovation. **WE ARE The Trusted Brand in TPMS Service!**



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## TECH 600 PRO

Wireless and easy to use, the Tech600Pro is your shop's next TPMS Tool!



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High quality replacement parts are a must have for any TPMS service plan!



Check out this video!



Having the RITE TPMS supplier is critical! Partner with a company that has their roots in OEM TPMS supply! Partner with a company that specializes in TPMS! Partner with a company that offers all that and great customer service as well!

**Partner with Bartec!**



Eastern Tire & Auto Service, Inc.  
70 Park St.  
Rockland, ME 04841  
info@easterntireinc.com  
www.easterntireinc.com

Release date: 4/20/2023

Aaron Chase and Alvin Chase, Jr., are proud to announce that they have transitioned their company, Eastern Tire and Auto Service, to a 100% employee-owned company through its newly created Employee Stock Ownership Plan (ESOP). Founded in 1946, the Company is the leading provider of independent auto repair and tire service in Midcoast Maine. On the day of signing, Alvin Chase observed: “For 77 years, Eastern Tire and Auto Service has played a significant role in the lives of our employees, generations of customers and our community ; my brother, our families and I are very proud of what the business has accomplished to date. This transfer of stewardship is a natural progression. Because of this transaction, we know that the Company will prosper and thrive for future generations, while continuing its culture of commitment.”

Kris Smit, the Company’s CFO, added, “Instead of two owners ‘in the store,’ there will now be more than a dozen, including Aaron & Alvin, as both will be staying on for years to come.” We fully expect this arrangement to foster decades of quality service, delivered with the exact and genuine pattern of integrity. ”

Susan Scherbel, Bellview Associates, who advised the Company and, with her team, has assisted over a hundred other New England companies in their ESOP transactions, added, “This transaction is becoming incredibly popular. As owners approach retirement, they are able to undertake seamless transitions and continue their businesses, using tax benefits to facilitate the transfer.” In the past 10 years, over 100 Maine companies have undertaken ESOP transactions. Maine ESOPs have positively influenced the futures of employees in construction, medicine, retail, insurance, marine companies, manufacturers, marketing, engineering, solar power, real estate, and now tires! Activity is robust as these companies thrive and outperform their non-ESOP peers. 100% ESOP-owned companies are generally free from tax and it is hard for a taxable company to compete against a company that is free from tax.

When asked about the auto service and tire sector, Ms. Scherbel responded: “This is our third transaction in this industry—and we are excited about doing more—it seems like a really natural fit.”

The Company joins many other prominent Mid-coast companies that are ESOP-owned, including Allen Agency Insurance, Prock Marine, Steel Pro, Bean Maine Lobster and Port Harbor Marine.



## Computer Software

### **ASA Tire Systems:**

Dave Vogel (603) 889-8700

- Complete Software for the Automotive & Tire Business at a 10% Discount

## Credit Card Service

### **Nationwide Payment:**

Brian Soares (207) 400-4495

- Free 100K Dollar Breach Insurance.
- Free Equipment
- Free Online Processing Gateway
- Gift & Loyalty Card Marketing Programs
- No Increase Rate Guarantees

## Advocacy Credit Card Fees

### **Merchant Advocate:**

#### **Don Giordano (973) 897-2778**

Save money on your credit card fees without switching processors. Credit card industry is unregulated and lacks transparency, we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

## Merchant Partners

Sales (866) 814-4083

- Meet or Beat pricing for NETSA Members
- They also Process Industry & Fleet Cards
- Check Guarantee Service

## Digital Retail & Marketing

### **TireTutor**

Jimmy Gogan – (781) 205-9148

Our goal is to make buying tires easy for the consumer while driving business back to independent dealers. Our comparison-shopping website brings visibility to local dealers, helping them compete with larger chains and online retailers. Our proprietary software helps dealers understand where their pricing stands in the marketplace. We offer a free 3-month trial of our platform, followed by a discounted NETSA rate.

## Employee Supplemental Benefits

### **Colonial Life & Accident Insurance**

#### **Company**

Jeff Mishol (781) 799-4598

Voluntary supplemental benefits customized for NETSA members, making it easy for employees to qualify. Plans available include disability, accident, critical illness, hospital confinement and life insurance. Employees purchase the benefits they desire through the convenience of payroll deduction.

## Group Benefits and Administration

### **National Automotive Roads and Fuel Association**

Vinnie Daboul – (603) 932-6472

Established in 1929 with the goal of providing strength and stability for businesses in the automotive, roads, fuel and other related industries. We offer our members a full suite of employee benefits (medical, voluntary life, disability, critical illness and accident) wellness programs and benefit administration.

## Insurance Coverage

### **Affiliated Insurance Agency:**

Affiliated Insurance Agency: TIA/Allstate

Phil Muller (516) 576-0166

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- Employee Benefits

## Lease to Own

### **Progressive leasing:**

Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
- Best-in-class customer support
- Customers could pay off early with 90-day purchase options

## Legislative Monitoring

NETSA is constantly monitoring the State Legislative activities concerning the Tire & Automotive Industry in all six New England States. We have actively participated in representing our members' views on many such legislative issues.

## Oil Products

### **Brenntag Lubricants:**

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

## Publications

### **Road Runner:**

Our Newsletter is published four times a year (March, June, September & December) with information & fun articles. Free to members.

## Social Media

### **Optimize Social Media**

Doug Robison (651) 410-1416

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

## Scholarships

- As a member business, your employees & their dependents qualify for academic scholarships. This year NETSA and our sponsors, will provide nineteen \$2000 scholarships to member employees, their spouses, and their dependents.

## Tire Industry Market Facts

### **GfK Benchmarking:**

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying, so you could make informed inventory decisions

## Trade Show & Annual Meeting

- 50-plus exhibitors with over 110 booths.
- Free training seminars
- Annual Meeting with Keynote Speakers
- Prizes & fun for the entire family.

## Training

- We participate in TIA's Certified ATS Program for tire technicians, the TPMS Program, and the CTS Truck Tire Program

## Web Site

### **Net Driven:**

sales@netdriven.com (877) 860-2005 x298  
<http://www.netdriven.com>. Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. View our NETSA website at [www.netsa.org](http://www.netsa.org) built and hosted by Net Driven

For More information please contact: Tony DeSimone  
New England Tire & Service Association  
Tel: (855) 638-7248  
e-mail: Tony@NETSA.org  
website: www.netsa.org

# The Road Runner

The Newsletter of New England Tire & Service Association



*Mark your Calendar - Register Early!*

**2023 NETSA  
Scholarship Golf Tournament**

September 14, 2023

The Road Runner  
Summer 2023



3 Lefevre Dr.  
Kingston, NH 03848